**Skill Check 2: Identify the characteristics and needs of the web site’s audience.**

Given the web site purpose and goals from Skill Check # 1, create a user specification and a technical specification.

1. Identify the demographic and psychographic characteristics that define the web site’s audience.  
   Create at least 3 different personas (made-up people) and provide information about each of them:  
     
   Persona 1:

Name: Emma (volunteer)

Demographics:  
Age: 33

Married, no children

Bachelors in Science

Research assistant

$ 60,000 annually

American

New York, NY

Owns a house

* + Psychographics:

Likes socializing and nature walks

Reading novels

Going to the movies

Shopping

Uses the Internet 60% of the day mainly on her phone

Wants easy access to website and get basic information fast

Persona 2:

1. Name: Frank (Client)
2. Demographics:  
   37 years old

Married, Two children  
Vice president of an Accounting firm

$130,000 /year

African-American

Wellington, NZ

Owns a home

1. Psychographics:  
   Comfortable with technology

Likes outdoor activities

Lost his house after an earthquake

Persona 3:

1. Name: Janet (Donor)
2. Demographics:  
   42years old

Married, one child

Program Director (non-profit)

British

London, UK

$103,000/year

1. Psychographics:

Likes winter sports

Enjoys traveling

Teaches Yoga at a private studio

Participates in charity events in her neighborhood

100% Internet user spends 8-10 hours a week online

Shopping

1. Write a technical specification for the web site identifying your audience’s expected:
   * Devices:

Mobiles, ipads, Desktops

* + Browsers:

Chrome, Firefox

* + Internet connection speed:

20- 40 mbps

1. Identify what the users want from the site.
   * What information will your users want to ***learn*** from the site?

Donors

Where is their money going?

How do they get the donations to the place where it is needed?

What do they want to contribute towards? (i.e. Health care, disaster relief, etc.)

How to make donations?

Volunteers

What services have they done in the past?

Where will they be volunteering?

How many people can volunteer?

Variety of options one can volunteer for?

How to volunteer?

Client

Where to find temporary stay?

Who to contact for assistance?

Where to find food and water?

What is the nearest shelter in the area?

Who many people can be catered for at the temporary shelter?

What to expect from the organization?

* + What actions will your users want to ***do*** on the site?  
    *Consider both desktop and mobile uses. Will they differ? If so, how?*

Where to bring the donations?

How to make donations?

How to become a volunteer?

How to contact volunteer coordinators?

How to sign up for shifts?

What is the schedule for shifts?

How to apply as a client?

How to contact the organization?